



Literally Speaking

FALL 2009

A PUBLICATION OF KEEP JACKSONVILLE BEAUTIFUL
& THE CITY OF JACKSONVILLE'S CLEAN IT UP, GREEN IT UP

Keep Jacksonville Beautiful Commission

Lynn Thompson, Chair
 Elizabeth Pate, Vice Chair
 Bill Bishop
 Amy Boyson
 Barbara Broward
 Clanzetta (Mickey) Brown
 Chris Buckley
 Harrison Conyers
 Anna Dooley
 Vicki Drake
 Jim Draper
 John Drayton
 Larry Figart
 Kevin Gartland
 Patricia Knight
 Dave McDaniel
 Cissy McNamara
 Michael Miller
 Elizabeth Pate
 Mary Pietan
 Harry Reagan
 Nathan Rezeau
 Geoff Sample
 Terrel Shaw
 John Shellhorn
 Cliff Spohr
 Lou Gena Smith
 Jane Upton
 Christi Veleta
 Beth Weatherford

KJB Staff
 Daniel Durbec, Community Activities Coordinator
 Vivian Harrell, Ex. Sec.

Keep Jacksonville Beautiful
 117 W. Duval St. #M165
 Jacksonville, FL 32202
www.coj.net (search KJB)

Clean It Up, Green It Up
 1321 Eastport Rd.
 Jacksonville, FL 32218
 904-630-3420
 904-630-7206-fax
www.coj.net (search Clean It Up)



KJB Founder Mayor Godbold to be honored at first-ever fund-raising event

The Keep Jacksonville Beautiful Commission, with the help of consultant guru, Mike Tolbert is planning a first-ever fund-raising event to celebrate KJB's 27th anniversary by honoring its founder, former Jacksonville Mayor Jake Godbold, who started the commission when he served as mayor between 1978 and 1987.

The event will be held Friday, January 22 at City Hall from 6 p.m. to 7:30 p.m. and will include an award presentation to Mayor Godbold, and recognition of those who helped make the commission and its programs successful.

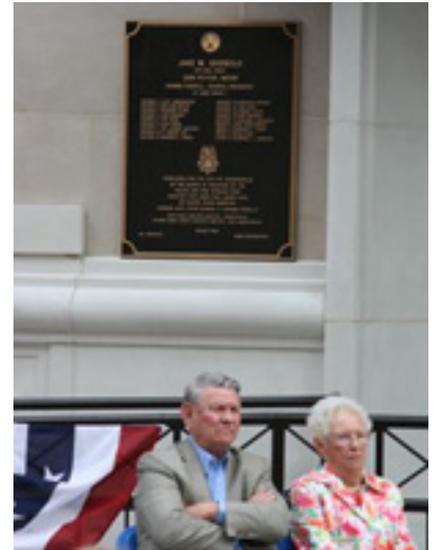
Tickets are \$25 and available by contacting the Clean It Up, Green It Up office at 630-3420. All proceeds will benefit Keep Jacksonville Beautiful programs and events.

Organizers hoped to have ticket sales complete by the end of October.

Mr. Tolbert, who was Mayor Godbold's right hand man during his tenure as mayor, along with former aides Martha Barrett, Pat Corda and Gordon Boyer, are lending their expertise to make the event a success. They hope to raise \$25,000.

At press time, Paper Retriever Recycling had agreed to be the title sponsor of the event, donating \$5,000 to defray event costs. For information about the company, check out its website at <http://www.paperretriever.com>.

Tolbert and his group were also recruiting other event sponsors, who will be given 100 event tickets, with 50 of them to be provided to volunteers of KJB's major events, and Adopt-A-Road participants who wish to attend.



Jake and wife Jean at the June 27th dedication ceremony of the Jake Godbold City Hall Annex Building.

KJB Gets \$5,000 FIND Grant



Our hats are off to the Florida Inland Navigational District (FIND), which provided a \$5,000 grant to purchase cleanup supplies for the September 19 International Coastal Cleanup.

The organization's mission, according to its website, is "to perform the functions of the local sponsor of the Atlantic Intercoastal Waterway project in Florida, a state/federal navigation project. In this capacity, the District provides all lands required for the navigation project, including rights of way and lands for the management of dredged materials recovered from the waterway channel during dredging activities."

For more information about FIND, visit the organization's website at <http://www.aicw.org>.

—Daniel Durbec, newsletter editor

Who we are

The Keep Jacksonville Beautiful Commission is a mayoral-appointed board of 30 members who oversee cleanup and beautification activities in conjunction with the City's Clean It Up, Green It Up program.

Programs include community cleanup support, education and outreach, annual community-wide cleanups such as the St. Johns River Celebration and Florida Coastal Cleanup, and the Adopt-A-Roa



Want to
organize a
neighborhood
cleanup?

Contact Clean
It Up, Green
It Up at:

630-3420

or

volunteers@coj.net

**Attention
K – 3 Teachers**

Free anti-litter
DVD educational
packages are
available.

Call Clean It Up,
Green It Up
630-3420

International Coastal Cleanup

Nearly 600 volunteers turned out September 19th to help clean beaches, riverbanks, tributaries, parks and boat ramps during the 24th annual International Coastal Cleanup (ICC).

Some 587 volunteers donated 1,193 hours of their time to collect 544 bags of trash.

Sponsored by the Ocean Conservancy and the City of Jacksonville's Keep Jacksonville Beautiful Commission, the ICC is the oldest and largest one-day volunteer effort aimed at cleaning our marine environment. This was the 24th year of the event.

Each year, volunteers remove and record data on trash and debris collected from local beaches, coastal areas, rivers, lakes and streams—along shorelines and underwater.

Since 1986, more than 6 million volunteers in 127 countries have participated in this worldwide event involving every major body of water on the planet. The event was started and continues to grow under the auspices of the Ocean Conservancy, a non-profit group whose mission is to promote healthy and diverse ocean ecosystems and oppose practices that threaten ocean life and human life.

Through research, education and science-based advocacy, Ocean Conservancy informs, inspires and empowers people to speak out and act on behalf of oceans. The Ocean Conservancy seeks local organizations to organize local cleanup and data tracking efforts every year.

In addition to providing a major volunteer event resulting in the collection of massive amounts of coastal trash and debris, the ICC is important in that it provides timely data on the damaging effects of marine debris. The data is used to educate citizens, identify sources of debris and alter behaviors that cause the pollution.

Last year, 573 Jacksonville volunteers collected 831 bags of litter, 16,420 pounds of debris. Worldwide in 2008, 398,881 volunteers in 104 countries—including 42 states in the United States—collected 6.8 million pounds of litter, equivalent to 17 pounds for every participant.

Sponsors of the local event include Glad, Waste Management,

Florida Inland Navigation District, Henry Schein, Inc., Coca-Cola of Jacksonville, JEA, HSBC, Folio Weekly, Sherwin-Williams-Jacksonville Group, WJCT, Comcast, All Wet Sports, Publix Charities, Winn Dixie, Army Navy Outdoors, Aerial Tribe Band, Roy Jorgensen Associates, Inc.

Henry Schein, Inc. generously donated T-shirts for all volunteers, celebrating its commitment to a clean coast line in Jacksonville.



Top 10 items found worldwide in 2008

10. Beverage cans
9. Glass beverage bottles
8. Cups, plates, forks, knives, spoons
7. Straws, stirrers
6. Paper Bags
5. Beverage bottles
4. Caps, lids
3. Food wrappers/Containers
2. Plastic Bags
1. Cigarettes & filters

WELCOME!



New Adopt-A-Road Groups
Car Spa
NRD Jax 1st Class
CPO Association
Twin Lakes
Academy Green
Team
Wright Way to
Learning

Attention A-A-R Folks

Have you reported your Adopt-A-Road cleanup results?

Getting the information to Clean It Up, Green It Up is easy.

You can:

Email them to us at cleanupvolunteers@coj.net

Call them in to the Clean It Up, Green It Up office, 630-3420 or fax them to CIU,GIU at 630-7206.

Whether you e-mail, phone or fax, us, please do it soon after each cleanup.

If you haven't reported your cleanups for awhile, catch up now.

We'd love to hear from you!

Contact us today.



Spotlight on

Visayas & Mindanao Association

By Cissy C. McNamara

The Visaya and Mindanao Association in Jacksonville is an organization that is looking to bring together Filipino-Americans from all areas of Jacksonville for the purpose of social interaction and the opportunity to assist in the betterment of the community of Jacksonville.

The group felt that cleaning up litter to help beautify Jacksonville, and help defray city cost for cleaning up litter, is a worthwhile community project in which to get involved to help the whole of Jacksonville.

I have personally been involved with the KJB as a board member appointed by Mayor Peyton for the past two years.

I know that littering comes at a high cost not only to the community, but to the environment and fragile ecosystem here in Jacksonville, and I felt that I should help to lead by example and proactively go out and help clean up as well as beautify our community.

The VMA is enthused to do this, and hopes that as a social organization they will be acting as a leader in opening the door for other social organizations to become involved in the community in this fashion.

The VMA wants to get involved because they have the opportunity to have their name publicly exhibited as well as the opportunity to have a visible, immediate, and direct positive benefit for the residents and businesses immediately located within the clean-up area.

The opportunity for public service is extremely important during this time of hardship across the country.

There is opportunity to help defray costs to the city which come with having to reassign city employees to clean up the litter on our streets.

Having clean streets also helps to increase property values, which positively and directly affects homeowners, and is also inviting to business owners looking at Jacksonville as a potential home, because they know they can find responsible citizens to operate their businesses.

This will also help to provide more stability to the environment and ecosystem within the already fragile St John's river basin.

All in all, the Adopt-A-Road program sponsored by KJB is a win-win program for the residents of this community.

Editor's note: The Visayas and Mindanao Association adopted Argyle Forest Boulevard between SR23 and Watermill Boulevard. The roadway between Watermill Boulevard and Blanding Boulevard is available for adoption.



Calendar of events

Cleanups

Dec. 5
9 a.m. – 11 a.m. Jax Beach Pavilion

(Part of Right Whale Festival 9 a.m. – 4 p.m.)

Meetings

Oct. 21
10 a.m.
KJB Joints Committees meeting
City Hall

Oct. 28
11 a.m. KJB Commission meeting
City Hall

Dec. 9 11 a.m..
KJB Commission meeting
City Hall

Meetings are open to the public.

For agenda and other information about KJB, call 630-3420 or visit www.coj.net keywords Keep Jacksonville Beautiful.

We can also be found on MySpace: www.myspace.com/keepjacksonvillebeautiful.



KJB Wishes to thank these sponsors for their support

Platinum Level Sponsors (\$5,000 +)



Gold Level Sponsors (\$2,500 - \$4,999)



Silver Level Sponsors (\$1,000 - \$2,499)



Bronze Level Sponsors (\$500 - \$999)



PUBLIC SUPER MARKETS CHARITIES

AERIAL TRIBE



ARMY · NAVY · OUTDOORS

EST. 1972



